



# **✕ FOSSIL FREE ACTION GUIDE**

***people & planet***

student action on world poverty and the environment

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This guide is designed to help you set up, plan and run a successful Fossil Free campaign on your campus. For all the latest information, check out our website and don't hesitate to get in touch with the team with any ideas or questions:

[FOSSILFREE@PEOPLEANDPLANET.ORG](mailto:FOSSILFREE@PEOPLEANDPLANET.ORG)



# WHY FOSSIL FUELS?



## THE FOSSIL FUEL INDUSTRY IS DRIVING US TOWARDS GLOBAL CLIMATE CRISIS

Climate change is happening, that's a fact. Whilst there is little the international community can agree on with regards to how to stop it, they agree on one thing: if we exceed a 2°C increase in global temperatures we will see catastrophic global effects.

The fossil fuel industry is unequivocally driving us towards a global climate crisis: we will not keep dangerous climate change at bay without halting our extraction of fossil fuels. Scientists have calculated how much carbon we can burn to stay below a 2°C rise: this is around 565

gigatons. This sounds like a lot, but at current rates of consumption we're going to hit that in the next 14 years.

The worrying news is how much carbon the fossil fuel industry has to burn. Their reserves currently hold 2,795 gigatons. That's five times more than is safe to burn, and they're constantly looking for more. If we are to prevent catastrophic climate change we need to make sure 80% of fossil fuels stay in the ground. It's a big task, but it's a vital one.



# WHY UNIVERSITIES?

## IF IT IS WRONG TO WRECK THE CLIMATE, THEN IT IS WRONG TO PROFIT FROM THAT WRECKAGE

UK universities and colleges are deeply entangled in the fossil fuel industry. They support it through their investments, their research, and their partnerships with some of the biggest fossil fuel companies in the world like BP and Shell.

### INVESTMENTS

UK universities currently invest up to £5.2 billion in the industry. That's an investment in fossil fuels of £1,804 for every student in the UK. Investments



**Universities in the UK invest up to £1,804 per student in fossil fuel companies.**

£ = £100

are kept in fossil fuel company shares through their pension funds and endowments - donations, tuition fees, and so on.

Not only are universities financially supporting the fossil fuel industry in this way, it also gives them valuable credibility - a 'social licence'.

### RESEARCH AND PARTNERSHIPS

And it is not just financial investments.

Universities encourage students to work for fossil fuel companies, and conduct advanced research and development on their behalf, investigating new ways to drill for inaccessible fossil fuel resources.

Universities also accept lucrative

sponsorship deals for buildings, staff and events, give awards and honours to senior fossil fuel executives, train corporate staff, and design courses with them.

Oil, gas and coal companies profit from these relationships because they help them finance their work, recruit staff, drill for new riskier resources, sell products, and build a 'social licence' to operate.

Universities - pushed by governments fixated on the commercialisation of higher education - enter into these relationships to enable them to offer new staff positions, fund courses, and pay for equipment and buildings.

Yet by engaging with fossil fuel companies in these ways, universities are damaging their credibility and leadership role in shaping a fossil free future, and failing in their responsibilities to tackle climate change.

Universities are meant to be a bastion of forward-thinking and life-changing research in our society. To invest in and maintain such links with the fossil fuel industry goes completely against this, in every way.

## FROM TOBACCO TO FOSSIL FUELS

Many UK universities don't invest in tobacco because it would go against their research on cancer treatments. So why do they invest in something which is literally killing the planet?

"The similarity between fossil fuels and tobacco runs deeper than gumming up the lungs of the planet. As tobacco companies once oversaw vast plantations of indentured workers which essentially amounted to private empires (and to a certain extent this still continues), big oil is now tearing up Canadian boreal forest and condemning thousands of indigenous people to wage slavery."

**BEN POWRIE**  
READING UNIVERSITY  
PEOPLE & PLANET



# WHY DIVESTMENT?

## FOSSIL FREE UNIS

Public institutions such as universities and colleges can take the responsible step and start untangling themselves from relationships with fossil fuel companies.

Instead of financing the fossil fuel sector, universities can keep money in clean, less risky investments.

Instead of greenwashing those industries that exacerbate climate change, unis and colleges can support those who are leading the way in the

transition to a low-carbon economy.

Instead of training the industry and researching new ways to extract fossil fuels, they can conduct research and train people in technologies which will build a clean and healthy future. These are the aims of People & Planet's Fossil Free campaign.

In the process of putting their house in order, our educational institutions will be pioneering a new way for public institutions to become truly independent of the fossil fuel economy, trail-blazing a path for wider society to follow.

## WHAT ABOUT OTHER ORGANISATIONS?

Universities and colleges must lead the way on fossil fuel divestment, but People & Planet isn't working alone. Our partner Operation Noah is getting religious institutions to divest, MedAct is campaigning for medical bodies to divest, NUS is supporting student officers to run the campaign, UCU is working with union reps in universities and colleges to call for divestment, Divest-Reinvest are bringing on board trusts and foundations, and Move Your Money helps individuals to find fossil free bank accounts. We're also working closely with 350.org who are leading divestment work in pensions and whole cities, with support from Friends of the Earth in England and Scotland, ShareAction and Community Reinvest.

**GET NEWS FROM ALL OUR PARTNERS: [FACEBOOK.COM/FOSSILFREEUK](https://www.facebook.com/fossilfreeuk)**

## DIVESTMENT: THE ACT OF REMOVING MONEY FROM A PARTICULAR FUND OR ASSET

200 publicly traded companies hold the vast majority of the world's proven coal, oil and gas reserves. Those are the companies we'll be asking our institutions to break their links with. Together they hold five times more carbon in their fossil fuel reserves than we can safely afford to burn to stop runaway climate change.

The fossil fuel divestment movement is already winning. In the first three years of the campaign, globally 81 institutions and local governments and 656 individuals representing over \$60 billion in assets pledged to divest from fossil fuels. In 2014, the number of divestment commitments globally more than doubled. Just imagine what we could achieve in the coming years!

This is just the beginning. Divestment campaigns are gaining strength from Australia to South Africa. Our campaign is part of a global struggle, one that's set to define the climate movement for years to come.

UK universities invest their money in stocks and bonds to generate income



to run their institutions, but they can do this without wrecking the planet. Although the fossil fuel industry is a profitable one in the short term, it's a risky one in the long term. Their profits rely on using up all their oil, coal, and gas reserves. It's becoming clear that 80% of these reserves have to stay in the ground in order to stop runaway climate change. The profits from fossil fuel extraction, and the university or college's investments in it, will inevitably become worthless. There are plenty of investment opportunities that can have a positive impact on our society.





# BEYOND DIVESTMENT

## DIVESTMENT IS AT THE HEART OF THE FOSSIL FREE CAMPAIGN BUT IT IS NOT THE END

We want to sever all the links between the fossil fuel industry and our universities and colleges.

We want to stop the greenwash of the oil, gas and coal industry. Senior executives from BP and Shell have received 20 awards from universities in the last decade alone. By giving out honorary degrees to fossil fuel CEOs, universities are sending the message that wrecking the planet is something you should be celebrated for.

We need universities and colleges to start supporting a clean energy future, by providing ethical career advice and investing in and researching renewable energy sources.

Many institutions are also supported by the fossil fuel industry in funding

their research or building a new departmental building. This means university or college research and teaching can be skewed to fit a fossil fuel company's aims. Shell, BP and Exxon alone fund £56.7 million of university research.

Although this represents a small proportion of the total research budgets of these companies, such programmes help unlock more carbon by discovering new sources of fossil fuels and increasing the amount of fuel that can be extracted from existing sources.

Universities and colleges have the power to delegitimise the fossil fuel industry. We can help them do it through our campaigning.

**Greenwash** a form of spin in which green PR or green marketing is deceptively used to promote the perception that an organisation's products, aims and/or policies are environmentally friendly.

# CAMPAIGN AIMS

## WE'RE SEEKING TO BREAK THE LINKS BETWEEN UNIVERSITIES AND THE FOSSIL FUEL INDUSTRY

We want to ensure universities and colleges are fulfilling their role in society as a force for good. We want all educational institutions to:

### 1. MOVE THE MONEY

- Screen for and exclude the fossil fuel industry from their investment portfolio.
- Immediately freeze any new investment in fossil fuel companies.
- Divest from the fossil fuel industry and shift funds to lower risk, ethical investments within 5 years.

### 2. STOP THE GREENWASH

- Publish full details of their financial and other ties to the fossil fuel industry.
- Stop giving out honorary degrees to fossil fuel industry CEOs (and start giving more to real leaders)!
- Stop accepting sponsorship and advertising from fossil fuel companies.

### 3. SUPPORT A CLEAN ENERGY FUTURE FOR ALL

- Provide students with ethical careers advice and opportunities.
- Refocus research and expertise on climate solutions and phase out climate-damaging fossil fuel research.
- Demand more research funding for renewables from fossil fuel companies and government.

## THE 6 STEP PLAN

Whether you've been campaigning for years or are completely new to organising, our six step plan will help you start a Fossil Free campaign at your institution. Feel free to mix up the steps and add things - you'll know what will work best at your own university or college.



# 1. BUILD YOUR GROUP

**ALL GOOD CAMPAIGNS START WITH A GOOD TEAM: IT'S TIME TO START RECRUITING!**

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## BUILD A TEAM

All good campaigns start with a strong team. Get together with your friends, recruit the best activists on campus, and remember to think outside the box about who to invite: a diversity of experiences and opinions often makes a group stronger.

## TAKE ACTION

Doing a creative action early on is a really great way to build trust and get to know each other. Time spent painting banners can be a great chance to have a chat and helps new members without much prior experience get involved quickly.

## HOLD YOUR FIRST MEETING

Arrange a meeting of your People & Planet group to talk about starting the Fossil Free campaign. If you don't have a group, talk to the Student Union and other societies on campus. A first meeting is a great way to share ideas, plan for the future, and build some momentum amongst your core supporters and activists. Download our handy Fossil Free first meeting guide:

[PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES](http://PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES)

# 2. PLAN THE CAMPAIGN

**THE CAMPAIGN YOU RUN WILL DEPEND ON YOUR INSTITUTION - THEY'RE ALL DIFFERENT...**

## OUR RESEARCH

We've teamed up with students and Platform UK to conduct a comprehensive piece of research into the ties between universities and the fossil fuel industry. This will give you some great facts and knowledge to build up a well researched campaign.

We've used some universities as case studies, but if your institution isn't mentioned, or you think there are things we haven't uncovered, your group can always do its own research.

There is also a new research project that will look at ties with the fossil fuel industry coming out in November 2015 so watch out for that. There are plenty of other useful resources to help your research too, such as your university's People & Planet University League score and our Fossil Free resources:

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## GET HELP!

Invite a member of the People & Planet support team to come and help you plan the campaign. They can help you prepare for this really exciting campaign and provide you with any background or resources your group will need to take the next steps in building this movement on campus. Get in touch:

[FOSSILFREE@PEOPLEANDPLANET.ORG](mailto:FOSSILFREE@PEOPLEANDPLANET.ORG)

[PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES](http://PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES)



# 2. PLAN THE CAMPAIGN

## RESEARCH YOUR INSTITUTION

Some universities will have obvious big endowments, whilst others (especially colleges) don't - but they may have strong recruitment partnerships or courses sponsored by BP. Who has decision-making power in your institution? What will success look like for you? Here are some questions you'll need answers to in order to work out where to target your campaign:

- Does your institution have an Ethical Investment Policy?
- How does this policy conflict with other policies/statements on sustainability and climate change they've made previously?
- How can students feed in to investment decisions?
- Has your university divested before? (Tobacco? Arms?)
- Does your institution have an endowment? Check this list: [bit.ly/youruni](http://bit.ly/youruni)
- Does your institution publicly list where it is investing its money? How much is invested in the fossil fuel industry?
- Does your institution have strong links with the fossil fuel industry through studentships and research facilities funded by private energy companies such as Shell or BP?
- Does your institution accept sponsorship for events by private energy companies?
- Are there fossil fuel companies present at your careers fairs on campus?

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# 2. PLAN THE CAMPAIGN

## POWER MAPPING

To make your campaign as strong as possible it's important to work out who makes the ultimate decisions on the institution's investments or partnerships, and who has influence over the decision-maker(s). Map out all the key players, and think about who you'll need to target. Check out our sample power map below.

## CAMPAIGN PLAN

You'll want to write a campaign plan - a living document that you can use to order your thoughts and set clear benchmarks that will help keep your campaign on track. Use this in regular

### Campaign Stages

Set goals  
Educate  
Build organisation  
Negotiate with target  
Low-level confrontation  
High-level confrontation  
Negotiate  
Win  
Monitor implementation

### Campaign Goal

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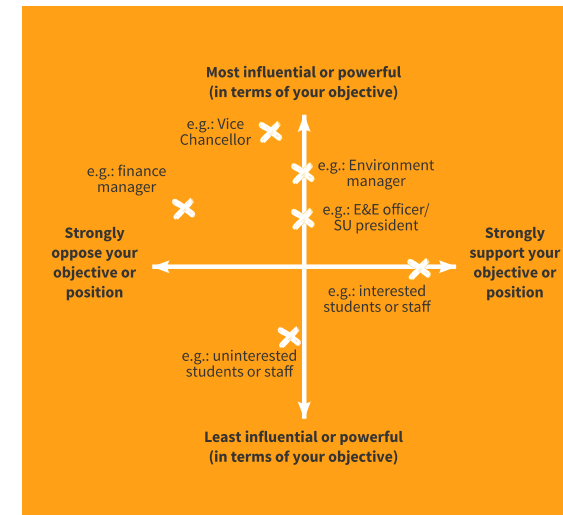
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meetings to check on progress towards the milestones you've set for yourselves. Use whatever format works best for you, or try our sample campaign plan:

**PEOPLEANDPLANET.  
ORG/FOSSIL-FREE/  
RESOURCES**

## 2. PLAN THE CAMPAIGN

### CREATE A CAMPAIGN TIMELINE

One of the most important things for a successful campaign is keeping up momentum and not trying to do everything at once.

Sit down with a calendar and figure out how you can keep up excitement over the coming months. Realise that nothing is happening in December? Then think about bringing a speaker to campus. We've got a list of awesome speakers ranging from

experts in fossil free finances to students who have already won on their campus.

Remember, good campaigns are like good stories: the more interesting your narrative, the more likely people will want to follow along and take part.

### NOT INVESTED IN FOSSIL FUELS?

If your institution doesn't have any investments in fossil fuels, that's great! But without a policy stating that the institution will **never** invest in fossil fuels, it could start investing in fossil fuels at any time! You can campaign for your institution to pass a policy stating that it will never invest in fossil fuel companies.

If this is successful, it will be another amazing win to help build the momentum of the fossil fuel divestment movement and be another blow to the industry's social licence. You can also find out if your institution has any sponsorship, careers or research ties with the fossil fuel industry and campaign for it to break those ties!

## 3. BUILD SUPPORT

### IT'S TIME TO RAISE AWARENESS ON CAMPUS AND BUILD SUPPORT FOR YOUR CAMPAIGN

Campaigns often falter because they turn into back room negotiations with an investment committee, rather than a public-facing effort that galvanises campus and community support.

As you plan out your campaign, make sure to identify ways that you and your group can stay visible on campus to raise awareness and build support among students and staff. Here are just a few ideas.

### ONLINE PETITION

Create your own Fossil Free petition with our software. You'll have full control over the wording and design. You can share it easily on social media and build your contacts list by emailing the people who've signed to keep them updated about your campaign and events.

**START A PETITION AT:  
CAMPAIGNS.  
GOFOSSILFREE.ORG**

### GET SOCIAL

Social media is a great way to spread your campaign messages across campus. Set up your own Facebook page and Twitter account, or direct students to People & Planet's central ones so they can keep up to date with the latest information. Remember to share national campaign updates to your pages and groups regularly.





# 3. BUILD SUPPORT

JARGON  
BUSTER

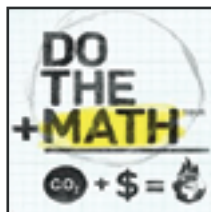
**Carbon Bubble:** a theory that shares in fossil fuel companies will turn out to be overvalued because the bulk of their oil, coal and gas reserves cannot be burnt without further destabilising the climate. As such, the price of fossil fuel shares is an inflated "bubble".

## HOST A FILM SCREENING

**Do the Math:** short film about the rising student-led fossil fuel divestment movement with author and activist Bill McKibben. You could organise a discussion afterwards to see if you can get more people involved to help plan your Fossil Free campaign.

**Taking on Tarmageddon:** documentary about a youth exchange between students from People & Planet and young indigenous tar sands activists from Beaver Lake Cree, who live right in the middle of the biggest industrial project on Earth.

**This Changes Everything:** new film by Naomi Klein, out Autumn 2015. Another great opportunity to be inspired by the mass movements taking on the fossil fuel industry across the globe.



# 3. BUILD SUPPORT

## STUDENT MEDIA

Getting your student media to cover your campaign is a great way to let the wider student body know what you're doing:

- Write an article for your campus newspaper/magazine. Make it fun and interesting, and don't be afraid to be controversial! Great way to recruit new campaigners.
- Get some air time on your institution's radio station: if they have a news/current affairs or 'drive time' show, try to get an interview live on air. Make sure you record your time on the airwaves so you can share it online afterwards, using the free service screamer-radio.com
- Encourage your institution's TV station to film one of your exciting actions, then stick it on YouTube and spread the word! The best way to get in touch is to get to know someone in the editorial/news team, but if not you can just send them a press release (and follow up with a phone call).
- Ask your student newspaper or staff magazine to publish an open letter to your Principal or Vice Chancellor urging them to divest or to drop oil company sponsorship.

[PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES](http://PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES)

## FOSSIL FREE PRESENTATION

Prepare a slick intro to the campaign that you can train people up to deliver to different groups like the union, staff, other societies, SU president, Investment Committee.



# 3. BUILD SUPPORT

## CREATIVE STUNTS BRING ATTENTION TO YOUR CAMPAIGN AND ARE LOTS OF FUN!

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### BANNER DROP

Drop a banner from a visible spot on campus, or use helium balloons to float it to the ceiling indoors!

### DIVESTOSAURUS

March around campus dressed as dinosaurs – build a 'divestosaurus' prop with our props guide.

### OIL SPILL

Molasses and vegetable oil make a great fake oil spill to raise awareness about your campaign.

### CARBON BUBBLES

Dress as carbon bubbles or blow up black balloons to tell people about the 'carbon bubble'.

### BUILD A PIPELINE

Build a pipeline or oil rig in your SU to grab people's attention and get them to sign your Fossil Free petition.

### DIVEST PICNIC

A great way to get new members involved, have some fun and raise awareness (yum).

### TEACH-IN

Hold a teach-in to raise awareness about the issues you're campaigning on.

### BREAK-UP TIME

Get dressed up in white and break up a wedding between big oil and your institution!

### CHEERLEADING

Find yourself some pom poms and be a cheerleader telling your institution to divest now.

### CHIMNEY SWEEPS

Dress up as Victorian chimney sweeps to clean up the institution's investments...

### HUMAN RING

Form a human chain around the Finance Committee or SMT meeting - they won't be able to miss you!

### IF I CAN'T DANCE

Run a comedy gig, club night or ceilidh to raise money for People & Planet so we can support you more.

# 3. BUILD SUPPORT

## GET VISUAL: IT'S USEFUL TO HAVE A STRONG IDENTITY FOR YOUR FOSSIL FREE CAMPAIGN

# THINK ORANGE

the unifying colour of the global Fossil Free movement

DOWNLOAD OUR  
HANDY DESIGN PACK:

[PEOPLEANDPLANET.ORG/  
FOSSIL-FREE/RESOURCES](http://PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES)

# THINK RENEWABLES

use wind turbines and solar panels to represent the clean energy of the future

# THINK DINOSAURS

to represent the dirty, old fossil fuels of the past



# DIVEST

KEEP FOSSIL FUEL IN THE GROUND.

# 4.TURN UP THE HEAT

## ONCE YOU'VE BUILT UP SOME STUDENT SUPPORT, IT'S TIME TO TURN UP THE HEAT!

### PETITION DELIVERY

Send your petition to the Vice Chancellor in a creative way, host a demonstration outside his or her building, or publish an editorial in the campus newspaper pushing for divestment...

turn up the heat is to get your Students' Union to support the campaign. Either pass a motion in council or call a referendum to mandate your Union to do this. You can ask your student officers if you need any advice on how to do this.

If passed, the Student Union President who sits on the institution's finance committee will have the authority to bring these issues to the next Finance Committee meeting and to the Vice Chancellor's attention. We've created a draft motion you can base yours on which you can find on our resources page:

**PEOPLEANDPLANET.ORG/  
FOSSIL-FREE/RESOURCES**

### USE ALUMNI

Now is also a great time to bring in alumni to help out. A good way to start is by contacting past members of your People & Planet group. Does your institution have any famous graduates you can call on for support? Ask them to write letters to the institution, publish ads in the alumni magazine, and support your efforts.

### PASS A SU MOTION

One of the most effective ways to get support on campus and

# 4.TURN UP THE HEAT

## UNIVERSITY & COLLEGE LECTURERS AND STAFF CAN BE POWERFUL ALLIES IN YOUR CAMPAIGN

### GET STAFF INVOLVED

To get staff involved, write an open letter to the institution and ask every academic staff member to sign it using our petition tool at **campaigns.gofossilfree.org**. Open letters from staff are a great way to get media coverage for your campaign.

You can then contact staff members that signed your open letter to invite them to start a Fossil Free staff group, speak at your demos, or attend a debate or panel discussion. Staff may also be willing to write directly to the institution's Principal or Finance Manager, or use their influence in a board meeting or local union branch to support the campaign.

You can reach out to staff by supporting their strikes and turning up on the picket lines, reaching out to the local branch of your institution staff union, and attending academic events and conferences at the institution.

Talk to your lecturers and tutors about the campaign, ask them to sign your petition, and ask their permission to do a shout-out and pass around your petition before the start of a class. If everyone in the campaign team does this, it's a great way to boost your petition and increase staff support.

Organise a staff meeting and find a staff member who would like to facilitate the session. The more ownership staff feel over the campaign, the more likely they are to engage.

### HOW TO REACH OUT

You can find staff email addresses on the institution's website. It may be time-consuming, but it's worth reaching out to as many staff as possible to get lots of support!



# 4. TURN UP THE HEAT

FIND A CREATIVE, SHORT-TERM, TARGETED CAMPAIGN YOU CAN RUN TO TURN UP THE HEAT

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## OIL RESEARCH

Highlight a research project on campus that's helping the fossil fuel industry to develop unconventional sources, showing human impacts.

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## SPONSORSHIP

Urge your campus or Student Union to drop a fossil fuel sponsor.

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## KICK BP AND SHELL OFF CAMPUS

Kick oil company recruiters out of your graduate careers' fair, organise a mock recruitment stall to show their true colours, or host an alternative ethical fair. Check out our 'How To Disrupt Arms and Fossil Fuel Company Recruitment' guide for ideas!

## CONNECT FOUR

Reveal the connections between a board member or your VC & fossil fuels.

## GET PLEDGING

Start a pledge campaign to get engineering students and staff to say they won't use their skills and knowledge to work for oil companies.

# 5. CONVINCE THEM!

TO WIN, YOU WILL NEED TO CONVINCE THE DECISION-MAKERS AT YOUR INSTITUTION

## INSIDE TRACK

Throughout the campaign, as well as your crucial awareness raising activities on campus, you will also need to engage in 'inside track' campaigning.

This means engaging with the institution's administration in a respectful and professional way, building and making a serious case for why they should divest or drop a particular sponsor.

Once you've built student support on campus and begun to turn up the heat on divestment, it's a good idea to request a meeting with the Finance Committee or staff responsible for the institution's investments.

This will give you a direct opportunity to present your case to the Finance Committee (or whoever has the power to make the decisions you need them to take).

Leading up to the presentation, you'll want to prepare all your information about why divestment/investment is a good option, power map the board of trustees to identify potential allies and adversaries, and build student support so you're not going in alone.

People & Planet's campaign team can help with each of these steps. Many campaign groups have written specific briefings aimed directly at university or college Investment Committees, which you can use and adapt:

[PEOPLEANDPLANET.ORG/  
FOSSIL-FREE/RESOURCES](https://peopleandplanet.org/fossil-free/resources)

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# 5. CONVINCE THEM!

## OUTSIDE TRACK

If you think you are being delayed for no reason or that you are not being listened to, don't be afraid to take bold action.

Often the things students think will anger or alienate institution management actually make the institution take the campaign more seriously, pay attention, and respond to your demands.

For example, occupying a strategic space with a peaceful sit-in can be a powerful way to bring your demands to the top of your institution's agenda.

We highly recommend joining a non-violent direct action training before this kind of action.

## DYING 4 LOVE

Try a die-in outside your VC's office, a sit-in at a symbolic location, or a love-in outside a key Finance Committee or Board meeting.

## DISRUPT AND DEMONSTRATE

Hold a demonstration at a graduation ceremony, disrupt an open day with a banner drop, or run a silent demo outside an important meeting.

## GET NVDA & SKILLS TRAINING

People & Planet can support your group with Non-Violet Direct Action training and loads of other great skills training to help you escalate your campaign. Just get in touch:

[FOSSILFREE@PEOPLEANDPLANET.ORG](mailto:FOSSILFREE@PEOPLEANDPLANET.ORG)

# 6. ESCALATE (OR WIN)!

## BE READY FOR ANY OUTCOME: PREPARE TO CELEBRATE OR TO ESCALATE YOUR CAMPAIGN

When your institution is about to make a decision on your Fossil Free campaign, you need to be ready for any outcome. That means being prepared with press releases, but also having plans in place for celebration or escalation actions. Contact People & Planet for support in getting media coverage.

## NOT QUITE THERE?

If not all of your demands have been met, you will need to keep pushing. Don't be shy – you won't lose the gains you've made by keeping the campaign going. Keeping up the pressure means your university or college is more likely to stick to its word and take your demands seriously.

## REGROUP

After a partial victory you'll need to regroup. Redefine your goals, plan your targets and timeline, and make sure everyone in

your group is happy and excited about the new direction for the campaign.

## REBUILD

Use your success and publicity to build a bigger Fossil Free group or team. You need to plan, raise awareness and build support on campus for your new target, turn up the heat and convince the decision-makers all over again!

## GET CREATIVE

Brainstorm fresh ideas and exciting tactics to help build your campaign.

## GO BIG!

Organise an action double the size of anything you've done before. Hold open meetings and reach out to unlikely allies to increase your support base.





# 6. ESCALATE (OR WIN)!

## SHARE

Make sure you share your story. Write blogs, give interviews, share resources, and run workshops to let others learn from your success and what you've done well. Big successes are inspirational and your story will encourage others to start campaigns or take theirs up a notch, so it's really important that you spread the word!

## CELEBRATE!

Have a party to celebrate all the amazing things you've achieved so far! It's vital to celebrate your successes and share them with the wider movement. Don't forget to share and celebrate milestones along the way too.

## PUBLICISE

If it's a victory, there is a lot of work to be done to publicise your win and get the story out to the press. You'll need to appoint media spokespeople, write press releases, and be ready with photos. Contact People & Planet to get your hands on our divestment decision media guide, which contains handy press release templates and loads of advice.

## GET TRAINING

You can do 'train the trainer' training with People & Planet so that you can go on to train other groups. By sharing with them what you've learnt, you'll be able to help their campaign and grow the movement.

# 6. ESCALATE (OR WIN)!

## WHAT NEXT?

But remember - even if all of your demands have been met, the campaign isn't over! Firstly, you will need to follow up to make sure the institution does what it said it will do. This means following up on board meetings, checking in on policy, and meeting with the institution's decision-makers.

You may need to increase the campaign pressure if the institution is dragging its feet. Keep your group strong by building your numbers and taking on a new aspect of the campaign.

Your university or college may have divested, but does it still accept sponsorship from fossil fuel companies? Does it have careers or research links with the industry? Or could it do more to reinvest in renewable energy?

## CASE STUDY

After years of campaigning and building overwhelming support for divestment, students at Edinburgh University were told that the university was going to engage with fossil fuel companies (already proven unsuccessful!) before deciding whether to divest.

The students were shocked and quickly occupied the finance department where they organised daily rallies and protests, caused a media storm, and received support from MSPs and Nobel Laureates.

After ten days of tireless action during exam period, the university made a massive concession and committed to divest from three of the biggest fossil fuel companies on the planet within the next six months. This action not only pulled victory from the jaws of defeat but also led to the group massively expanding.



# 6. ESCALATE (OR WIN)!

# TACTIC STAR

## TIME TO ESCALATE

If the decision-makers turn you down, it's time to escalate the campaign. Escalation can take a number of different forms - here's some ideas.

Escalating your campaign can be a serious decision, as well as very exciting. Remember you'll have the support of a movement across the globe as you take action: no one will be fighting this fight alone.

## HIT THEM £££

You could try asking alumni or recent graduates not to donate to your university or college until they have severed their ties with the fossil fuel industry.

## OCCUPY

Maybe it's time to occupy a management building or the VC's office to bring divestment up the agenda? You might also want to target open days or take action at a graduation ceremony.

## ALUMNI ACTION

Organise a group of alumni to hand back their degrees in protest! Works a treat.

## NUS SURVEY

Lots of universities care about their rankings in the National Student Survey. Maybe you could ask students to pledge to boycott the survey?

Check to see how well your university does in the survey - if they score well this could be a great tactic.

[THESTUDENTSURVEY.COM](http://THESTUDENTSURVEY.COM)

## PLANNING IS EVERYTHING! THIS TACTIC STAR WILL HELP YOU PREPARE FOR GREAT ACTIONS

### REGROUPING

How do we plan to celebrate and debrief this action? What next?

### GOALS & STRATEGY

How does this tactic fit into our strategy and help us achieve our goals?

### TARGET

Who is the target? How will this action help to influence them?

### RELATIONSHIPS

How will this action affect relationships within the team? And with our allies and key stakeholders?

### REPUTATION

How will this action affect our organisation and how people perceive us?

### TONE

What is the tone of the action and how will people react to it?

### RESOURCES

Is the action worth the limited time, energy and resources of our group?

### TIMING

When should we do the action? Why then? Any external hooks for media coverage?



### LOCATION

Where will the action take place? How does the location support our message?

### MESSAGE

Is our tactic understandable and the message persuasive?

# SAVE THE DATE...



**NATIONAL WEEK OF  
CLIMATE ACTION**  
**8 - 14 FEBRUARY  
2016**

**LET'S MAKE FOSSIL FUELS  
HISTORY**

**PEOPLEANDPLANET.ORG/GOGREENWEEK**

# USEFUL RESOURCES

There are lots more resources available for you to use in your campaign including:

## CAMPAIGN MATERIALS

- Media Guide & Templates
- Student Union Officer Guide
- Careers' Fair Action Guide
- Jargon Buster
- Template Student Union Motion
- Template Campaign Plan
- Guide to FOI requests

## CAMPAIGN TRAINING

- Media spokesperson training
- Fossil Free campaign training
- Skills workshops

## FACTS & FIGURES

- List of UK university endowments
- List of top 200 oil, coal and gas companies by known reserves

## CAMPAIGN IDENTITY

Logos, fonts and graphics can all be downloaded from the People & Planet website.

## KEY REPORTS AND ARTICLES

**Global warming's terrifying new math**  
Article by Bill McKibben in Rolling Stone magazine that kicked off the whole Fossil Free movement.

**Unburnable Carbon 2012**  
Original Carbon Tracker Initiative report on the Carbon Bubble.

**Unburnable Carbon 2013**  
Waste Capital: latest report by Carbon Tracker Initiative and Grantham Research Institute.

**How science works: follow the money**  
Guardian article by Alice Bell exploring the case for UK university divestment from fossil fuels.

**Why can't we quit fossil fuels?**  
Guardian article by Duncan Clark, author of The Burning Question.

**Degrees of Capture**  
2003 report by PLATFORM, Nef and Corporate Watch on the influence of the oil industry over UK universities.

**Knowledge & Power: Fossil Free Unis**  
2013 report by PLATFORM, People & Planet and 350.org. 2015 updated report coming soon.

**PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES**

# THANK YOU

Thank you for taking on the Fossil Free campaign on your campus. We've got some ambitious aims, but together we can win, and show there is no place for fossil fuel companies on our campuses.

We hope this guide will be useful in planning and running your campaign on campus. Remember to contact People & Planet for support in planning the next steps of your campaign and let us know what's happening so we can publicise your progress to the wider movement.

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# ***people & planet***

student action on world poverty and the environment